Approval of serials under the Commissioned programme

*164. SHRI BHAGATRAM MANHAR:† SHRIMATI RATAN KUMARI :

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that some of the artists of the TV serial "Ramayana" have been asked to make TV serial, under the "Commissioned" category of Doordarshan ;

(b) if so, what are the number of episodes given to these artists with the price of each of the episodes:

(c) what is the policy of Doordarshan in the matter of such approval of serials under the "Commissioned" programme; and

(d) what were the names of the serials approved by Doordarshan under the "Sponsored Category" during the last six months with the details of these serials with the number of episodes and the names of producers?

THE MINISTER OF PARLIAMENTARY AFFAIRS AND THE MINISTER OF INFORMATION AND BROADCASTING (SHRI H. K. L. BHAGAT): (a) to (d) A statement is laid on the Table of the House.

†The question was actually asked on the floor of the House by Shri Bhagatram Manhar.

Statement

The replies to the questions are given below *ad seriatim*:

(a) and (b) Shri Arun Govil who acts in the serial 'Ramayan' submitted a proposal for a serial entitled 'Mashal' on a social theme which has been approved by Doordarshan under the commissioned scheme. It is a serial of 26 episodes. The price approved is Rs. 2 lakhs per episode.

(c) The primary aim of production of serials under the commissioned scheme is that Doordarshan should have qualitative and socially relevant television programmes. Proposals for serials based on acknowledged literacy work such as novels, short stories and on social themes portraying desirable value systems such as national integration, communal harmoney, scientific temper, rational approach etc. are preferred. While considering a proposal, an overall view is taken of the Cinematic Value of the theme, its suitability for family viewing, treatment and track record of the Production Unit. Cost factor is also taken into account.

(d) The information is given below:

Title of serials	Name & Address of Producer	No. of episodes
1. Maila Anchal	M/s. Chaya Dhawani 13 Gulmohar Enclave New Delhi-49	16
2. Animal Folk Tales	Smt. Subi Mann 24. K. Hauz New Delhi-16	12

1	2	3
3. Sword of Tipu Sultan . .	Sanjay Khan A A A Films Sanjay Plaza 11 Silver Beach Juhu, Bombay-49	40
4. Kayar . . .	Shri M. S. Sathyu M S Sathyu Production 5-D Crescent Court Crescent Road Bangalore-560 001	26
5. Letters to the Daughter	Ashok Raina Inter News S-518 Greater Kailash-I New Delhi-	13
6. Hitopadesh . .	Mudra Communications Mudra House A-1/55 Safdarjang Enclave New Delhi-110 029	6
7. Guniram . . .	Ms Raj Mehre Ravi Films Shalimar, 6th Floor 91 Marine Drive Bombay-400 002	13
8. Chanakya . . .	Prakash M. Diwedi G-2 205 Kalpita Enclave Sahar Road, Andheri Bombay-400 069	26
9. A day in the life of celebrity	Faisal Mitha 45 Kolsa Street 1st floor Pychonie Bombay-400 003	6
10. Chalte Raho Chalte Raho	R. Jhalani Sukriti 54-55 Ashok Apartments Gandhi Gram Road Juhu, Bombay-400 049	13
11. Rang Tarang . .	Maja Medium B-12 Jay Mahavir Apartments, Versova Road, Bombay-400 058	6-8 episodes for a 15 Mnts. slot
12. Lahu Ke Phool . .	Hyatullah Ansari Suchitra Hill View No. 2 Plot No. 241, Hill Road Bandre, Bombay-400 050	13

The proposals for the above serials were received before May 7, 1986 when registration of further proposals was stopped.

SHRI BHAGATRAM MANHAR: Sir, Doordarshan have stopped accepting the serials under sponsored category from May 1986 and after that they have called for the applications from various producers for registration. I would like to ask from the hon. Minister as to whether the process of registration has been completed and if so, how many producers have been registered with the Doordarshan and if the process is not complete, what are the reasons for delay and by when it is likely to be completed.

SHRI H.K.L. BHAGAT: Sir, it was decided to register producers and a committee was set up and the approval of serials which were received up to a certain date was considered. The others were not considered. The committee has completed its job. There were about 3000 people who had applied for registration. I have not yet seen as to how many exactly they have recommended. I will inform the hon. Member if he so desires.

Sir, I wish to inform the hon. Members that we have taken a decision and the processing of a number of new serials will start soon, particularly of those serials which have already been prepared. Doordarshan will create a committee for considering those serials and that process of approving the new serials will start soon.

SHRI BHAGATRAM MANHAR : Sir, a large number of proposal already approved by the Doordarshan could not get the clearance of Doordarshan as the 'pilots' submitted by the producers were not found to be up to the mark. Sir after the concept is approved, there may be some defects in the pilots producers have spent lakhs of rupees on the 'pilots'. Sir, my question is as to whether Government will give another opportunity to the produers whose 'pilots' have been rejected after these are resubmitted with changes and if not what are the reasons thereof.

SHRI H. K. L. BHAGAT : Sir, the hon. Member is asking one or two things. Firstly, I would like to tell him that there is one category of serials which has been approved and they are awaiting telecast. The list is with me. There are 49 serials which have been approved and they are awaiting telecast. The time for them will be fixed.

The other category is that of people who have given certain things. There is a procedure as to how a man applies. If his case is rejected, then there is a committee which goes into that. There is appeal, review, etc. etc. If somebody's proposal has been rejected, he can certainly file an application for consideration again by the committee. Sir, that is the procedure.

SHRI KAPIL VERMA : The reply says that the serials have been commissioned by Doordarshan to provide for qualitative and socially-relevant programmes. Now, they are commissioning a large number of programmes and most of the serials are sponsored serials. Government has spent crores of rupees on having its own production centres or units. They have opened some new ones. The most modern equipment is there and they have an army of producers also. My specific question is as to how many serials they have themselves produced or Doordarshan has directly produced. I am not talking of 'Krishi Darshan', 'Bal Programmes', 'Women's Programmes' or 'Theatre Programmes'. The Government says that Doordarshan has produced 26 programmes. I want information about the socially-relevant and other programmes which they have mentioned. How many serials have they produced so far and what are their names?

SHRI H. K. L. BHAGAT : Sir, the Doorshan has to do some serials including 'Bibi Natiyon Wali' and some others. Doordarshan has to do some serials on its own. Even now the new programme centres are producing two serials. Doordarshan tries to produce its own serials with its own artists and others. At the same time, Doordarshan wishes to make use of talent which is available from outside. Therefore, we have a list of a number of titles of the serials which have been produced by various Doordarshan Kendras—'Tasweer Ka Dusra Rukh', 'Discover India', 'Kanwarsaheb' and so on. I have the list of Bombay, Srinagar, Delhi, Calcutta, etc. But apart from serials, a number of tele-films, tele-plays and various other things are produced by Doordarshan. And I am glad to inform the hon. Member that they have won a number of awards, recognition and other things. Now the Doordarshan programmes produced by them have started selling well in foreign markets also.

SHRI KAPIL VERMA : Why don't you do it yourself when you have got all that facility?

MR. CHAIRMAN: Shri Kamal Morarka.

SHRI H.K.L. BHAGAT : Sir, my hon. friend is asking me : Why don't produce ?

श्री सभापति : कितने सवाल हो गये ?

श्री एच० के० एल० भगत : एक सवाल। (व्यवधान)

SHRI KAMAL MORARKA : Sir, recently, I believe, Doordarshan have asked for registration of producers and directors for serials. And there is a plan to prepare a panel of producers. They have invited producers and directors to register. And it is said that once they have made a selection and announced the panel, only those who are on the panel will be allowed to submit serials for approval. Is that correct ? If so, when is the panel likely to be announced?

SHRI H.K.L. BHAGAT : Sir, I think, I answered this question already. Through a public advertisement, a notice was given where famous people were asked to apply for registration as producers. The idea was to put people on the list whose programmes should be considered. Everybody was coming for the consideration of the programme. Even now, if somebody is too good and has not come in for consideration I think, Doordarshan should keep its right to consider that case. But people were asked to register. Most of the eminent producers have come and they have also selected people. What entitled them is only that their proposal is entitled to be considered, that their proposal can be considered. That is the process. And as I said, consideration of programmes which have already been prepared by some people was stopped up to a certain date. They start consideration now. And others who come forward, their proposals will also be considered. For that process also, I propose setting up a Committee consisting of eminent publicmen, officers and others so that the serials are properly selected.

SHRI KAMAL MORARKA : Has that list been announced, the registrations which have come?

SHRI H. K. L. BHAGAT : Mr. Chairman Sir, the list of those who have registered will be announced. If you want to get the list of....

SHRI KAMAL MORARKA : Has it been announced?

SHRI H. K. L. BHAGAT: No, no. It has not yet been announced. I myself have not seen it. I have answered that I have not seen it myself.

MR. CHAIRMAN: It has not been announced.

SHRI PAWAN KUMAR BANSAL: Sir, in almost all the professions, more so in the tinsel world, there is an intense competition between the people who reach the top, though the vacuum still remains there, and those who are struggling to come up. I would like to know from the hon. Minister whether at the time of accepting the proposals by private parties there is any definite stipulation to the effect that the producers introduce some new faces whether as artistes or technicians or in other form to encourage new talent.

SHRI H. K. L. BHAGAT : Sir, our purpose is to get good material, a serial which is good, which carries some message and will be accepted by the people. And one essential component is that the producer has good artistes. So, Doordarshan should look to the total net effect of what the serial will produce. And in that, of course, what artistes are there and so one, we do not choose artistes for them.

DR. YELAMANLCHILI SIVAJI: Sir, the hon. Minister says that they are producing some films in the Doorshan Kendras themselves. What is the cost of production in Doordarshan Kendras? Is it cheaper or costlier than by going for private sector? And what is the rationale of the Government? Is it to encourage the producers or there is no talent in the Government sector in the Doordarshan Kendras? I would like to seek the clarification from the Minister on this.

SHRI H. K. L. BHAGAT: Sir, the cost of a serial. . .(*Interruptions*). The cost of a serial varies from serial to serial, and this depends on a number of variables, i.e. script requirement, cast, location, format, highband duration, etc. Sometimes the cost is Rs. 2 lakhs and sometimes it is more. It may vary from case to case.

MR. CHAIRMAN: Question No. 165.

Guidelines for selecting Shram Awardees

*165. SHRI SUNIL BASU RAY; Will the Minister of LABOUR be pleased to state:

(a) whether there are any guidelines for selecting the Shram Awardees;

(b) if so, what are the details thereof;

(c) whether such awards have been effective so far in achieving the desired reduction in accidents and in improvement in safety management; and

(d) if so, the industry-wise details thereof during the last 3 years?

THE DEPUTY MINISTER IN THE MINISTRY OF LABOUR AND THE DEPUTY MINISTER IN THE MINISTRY OF PARLIAMENTARY AFFAIRS (SHRI RADHAKRISHAN MALAVIYA): (a) to (d) A statement is laid on the Table of the House.

Statement

The Hon'ble Member has presumably referred to the Prime Minister's Shram Awards. The awards were instituted in the year 1985. The scheme is applicable to the departmental undertakings and the public sector undertakings of the Central Government and the State Governments. Persons who are covered by the definition of 'workmen' under the Industrial Disputes Act,1947 and engaged in manufacturing and productive processes and whose performance is assessable, are eligible for the awards.

The awards are given to workers (men and women) who have a distinguished record of performance, devotion to duty of a high order,